Chuck E. Cheese's®

University

Established 1977

COSTUME CHARACTER

April 2006

"This manual was created and updated by your field trainers".
Any suggestions or feedback is always welcomed at 972/258-5402.

COSTUME CHARACTER MANUAL



The standard for
Chuck E. Cheese
Costume Characters

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RQS EXECUTE

CHUCK E. CHEESE

PLAYFUL / ANIMATED / LIVELY
EVERY GUEST MUST SEE CEC
WALK-IN PARTY INTERACTION
GREAT LIVE SHOWS
COSTUME & CEC ROOM NCO



THE STANDARD

Chuck E. Cheese, our mascot, is the point of difference between Chuck E. Cheese's and the competition. The memory of meeting Chuck E. survives long after a child has left the restaurant. That is why we place an emphasis on "EVERY GUEST SEES CHUCK E. CHEESE."

I want us to create a magical experience for our guests. And what could be more magical than putting on a costume and becoming me, Chuck E. Cheese. Our goal in producing this manual is to help you, as a costume character, "Make Magic", at Chuck E. Cheese's".



GETTING STARTED



Here are some handy tips to help you succeed as a costume character.

1. Drink a lot of water – The costume can be hot and its important to stay hydrated.

2. When in costume, don't talk to the guests – We want to create the illusion that Chuck E. is real.

3. Never allow a guest see you unless you are in the full costume (i.e. without the head) – Remember, Chuck E. is real!

4. Safety First – The Chuck E. head has very limited visibility, so please be extra careful around children.

5. Have an escort when possible – Escorts can help clear the way for Chuck E., and keep children from getting hurt.

6. Dress comfortably – Cotton T-shirts and cotton running shorts are best.

7. Use "big", smooth movements – Chuck E. costumes are generally loose fitting, therefore if you make slight, quick movements they are often unnoticeable or look awkward. You should pick your feet up higher and swing your arms further from your body than normal.

8. Other Do's and Don'ts –

   Do:
   - give hugs and high fives
   - play games like follow the leader
   - play a game of skeeball or air hockey
   - greet kids at kidcheck (especially reserved parties)

   Don't:
   - pick-up, chase, tickle, or bump into children
   - pull kids noses or mess up their hair
   - approach a frightened child
   - sign autographs
   - touch adults

Frequent Situations

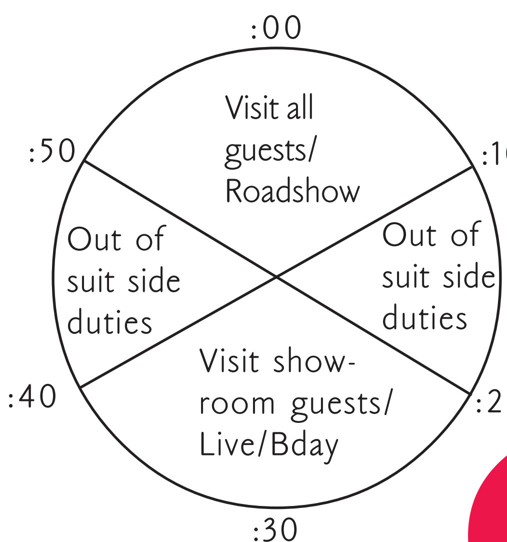
Since a Chuck E. costume character can not talk, he has to communicate through actions. The following are some frequent situations that may occur and ways to react:

Child says (or does) to Chuck E.	How Chuck E. reacts
"Its my birthday!"	Act as if this is the most exciting thing you've ever heard. You may throw your arms in the air, clap your hands, etc.
"You're my best friend!"	Give the child a big "Thumbs Up", or hug if appropriate.
"I don't like you!"	Bow your head, and put your hands over your eyes like you are crying. Most kids will love you after that.
"How old are you?"	Scratch your head. Put your hand on your chin like you are thinking. Then put up all your fingers so the child can count. Let *them* come up with an age.
Children hitting or kicking Chuck E. or any unsafe situation	Think clearly, act quickly, and remain calm. Use your time-out signal to get a cast member's attention. This could be the difference between success & disaster.
Someone wants you to hold their child/baby	Sit down on the floor with your legs crossed, and put the child in your lap. Remember in the costume your balance is impaired, so be extra careful.

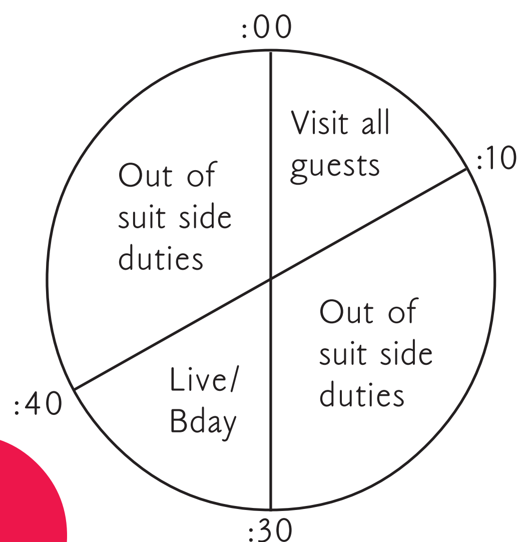
Costume Character Schedule

We want to make sure that every guest sees Chuck E. Cheese and the Live Show. Below are basic hourly schedules to follow for peak and non-peak hours.

PEAK HOURS



NON-PEAK HOURS





THE LIVE SHOW

The Live Show is basically anytime the Chuck E. Cheese costume character comes out to perform a song, including the birthday song, and boombox songs. Think of the Live Show as Chuck E. Cheese in concert. As in any concert, the goal of the performers is to entertain the audience. The following is a list of things to help *you* entertain *your* audience:

1. **Rehearse, Rehearse, Rehearse** – You are only going to be as good as your best rehearsal. Know the songs well and great performances will follow.

2. **Learn the Dance** – There are training videos and/or audio tapes for most live shows. Watch, listen, and learn from them, but do not be limited by them. Create your own performance. Remember, Chuck E. is the star of the show. Make him shine!

3. **Interaction** – There is nothing more entertaining for kids than being a part of the show. Dance with them, give them "high fives", and motion them to sing and dance along.

4. **Have Fun** – Fun is contagious! If you are having fun, then your guests will, too.

The Birthday Show



The Birthday Show is a time for Chuck E. to come out and perform the Birthday Song, and to visit with our guests celebrating a birthday. The Birthday Show normally follows a Live Show.

Many of our guest do not formally reserve birthday parties. Remember that Chuck E. should sing and visit with ALL birthday parties, not just the reserved parties.

The Roadshow (Boombox Live Show)

During non-peak times (see page 4) you may take your Live Show & Birthday Show "On the Road". Every restaurant is provided with a CD Boombox and an approved "Roadshow" CD. You can perform a "Roadshow" in the Kiddie Room, the Game Room, or anywhere our guests are.



THE WARDROBE





AVENGER OUTFIT

- Purple & Green "C" Shirt
- Green & Black Shorts
- Fur Legs

CHUCK SHIRT OUTFIT

- Purple "Chuck" Shirt
- Green Cargo Shorts
- Fur Arms and Legs

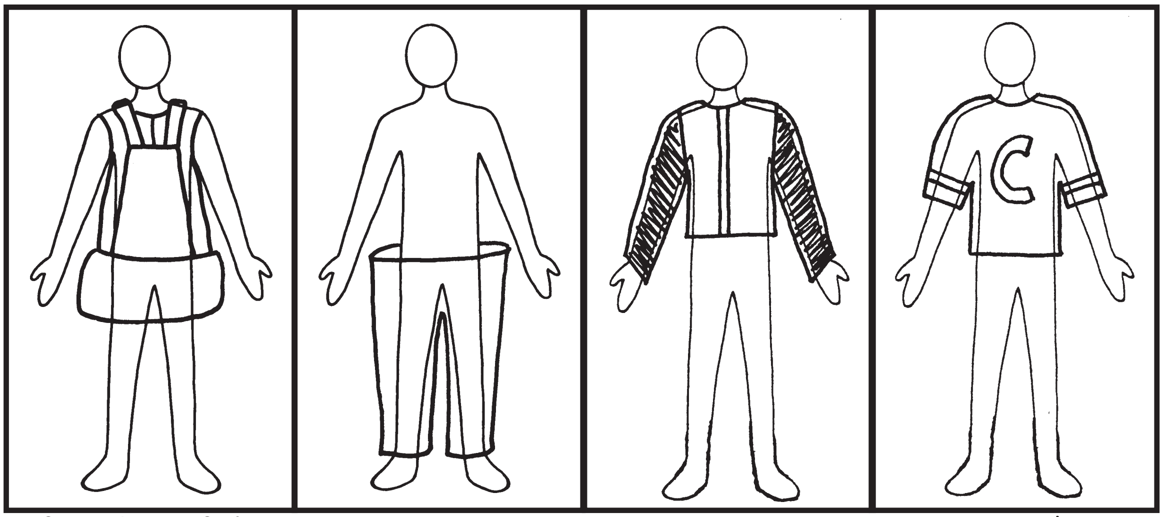


SOCCER OUTFIT

- Soccer Shirt
- Soccer Shorts
- Soccer Socks
- Fur Arms and Legs

THE COSTUME

In this example we used the Cool Chuck outfit. The general idea of these directions apply to all the costumes, however there are some variations. The main thing to keep in mind is that short sleeve shirts get a top fur module, and shorts get a bottom fur module.

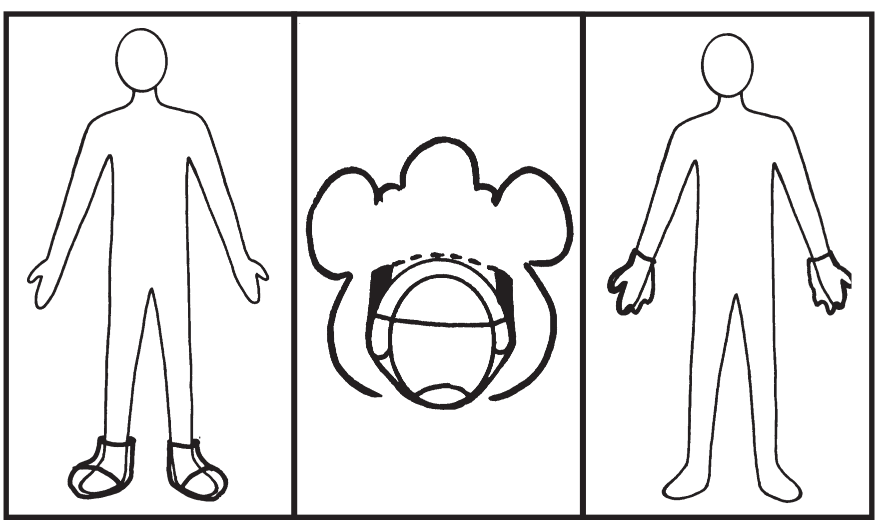


Step 1-Fat Suit
Adjust shoulder straps to fit (cooling vest is worn under fat suit, see next page)

Step 2-Pants
Waist of pants velcro to fat suit

Step 3-Fur Arms
Velcro closure goes in front

Step 4-Shirt
Goes on like a regular T-shirt



Step 5-Shoes
There are two velcro straps that should fit rather snug; one over the top of your foot, and one around your ankle

Step 6-Head
Adjust headgear if necessary. Chin strap fits snugly below chin

Step 7-Hands
Worn like gloves. Pull them up your arm so they are tucked well under arm fur or sleeves



Cooling Vests

Cooling Vests are vests that are specially designed to keep costume characters cool. The cooling vest consists of 8 cooling packets which fit neatly into the inside pockets of the vest. The vest is worn under the fat suit and is easily adjusted to the correct fit with a few straps. To cool the modules simply place them in your store's freezer until frozen.





COSTUME CARE



Costume Area Organization

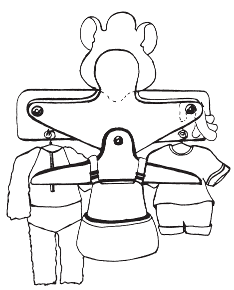
A room or area in your store should be set aside for all the costume character parts, and have plenty of room for putting on and taking off the costume. The following are important tools to having an organized costume area.

1. **Keep area clean and uncluttered**

2. **Costume rack** – The specially designed costume hanger shown below is available through Purchasing. Hanging up the costume will keep Chuck E. looking "sharp" for our guests!

3. **Costume Care Kit** – The costume care kit, also shown below, is filled with essential items for repair and maintenance of your costumes. It hangs neatly on a door or wall and is available as a whole or a la carte from Parts.

4. **Other tools** – Also essential to an organized costume area are good lighting, a full length mirror, and a chair.







Costume Cleaning

It is very important that Chuck E. always appears as neat and clean as possible. The entire costume can be divided into the following two cleaning categories:

1. **Fur and Cloth** – (these items include the fur hands, arms, shirts, pants, etc.) Fur and cloth should be dry cleaned. Your local dry cleaners should be able to assist you with this process.
2. **Non-fur and Non-cloth** – (these items include vinyl shoes, laminated foam fat suits, Chuck E.'s Kydex plastic face, etc.) They can be cleaned with Fabriclean, included in the Costume Care Kit, or Oasis 100.

Costume Preventative Maintenance

Daily

- Spray shoes with Fresh Again shoe deodorizer, and costumes with Fresh Again costume deodorizer. Both should be in your Costume Care Kit and are available from Parts.
- Store costume properly and allow to air dry.
- Inspect costume for damage, and repair if necessary.
- Clean face of Chuck E. and shoes with Fabriclean or Oasis 100.
- Brush fur parts.
- Remove lint from fabric with Lint Roller.
- Spot clean stains with Fabriclean or Oasis 100.



Weekly

- Dry clean fur and cloth costume materials.
- Reorder/stock Costume Care Kit (if necessary)
- Clean fur portions of head (if Necessary). Spray head fur with Woolite Heavy Traffic Foam Carpet Cleaner, let dry, then brush out. You may use a damp sponge to remove any residue.

CHUCK E. CHEESE'S UNIVERSITY
COSTUME CHARACTER MANUAL

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